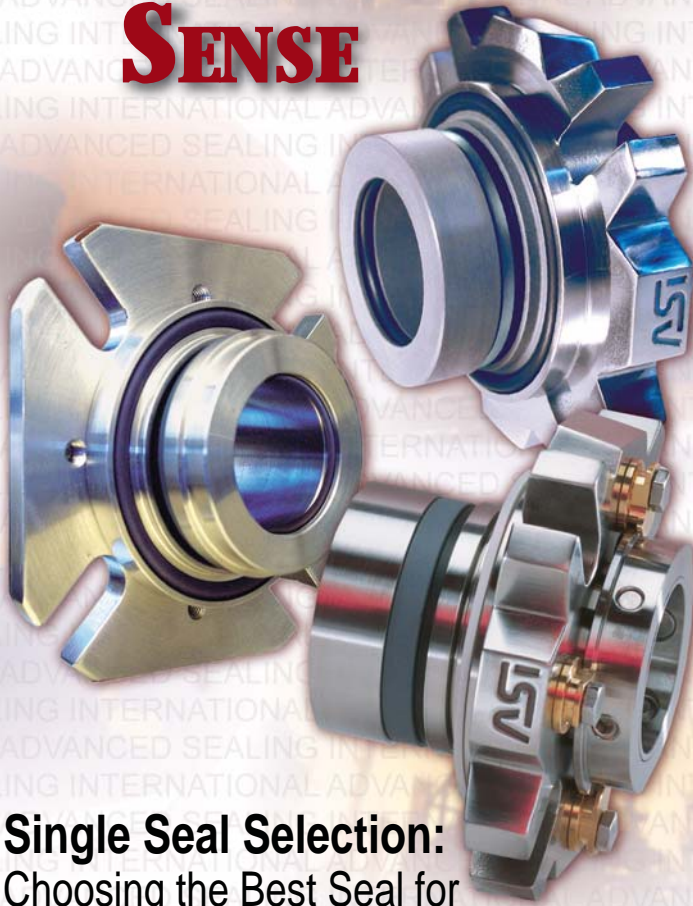


ASI SEAL SENSE



Single Seal Selection: Choosing the Best Seal for Various Seal Applications

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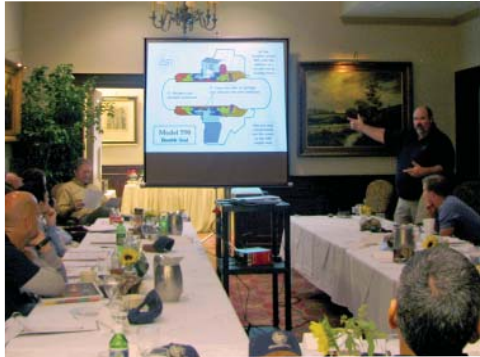
Spotlight Article: The Year In Review

Recent Events

Fall Seal School

ASI Mechanical Seal School Fall 2007

Earlier this fall (October 29th & 30th), ASI hosted another in the ongoing series of our ASI Mechanical Seal Schools. This specialized training seminar was well attended by distributors and some end-users from around the country. The classroom sessions were held downtown at the historic *City Club of Baton Rouge*. We gathered there each morning to meet and work in a comfortable setting for the first half-day and the entire second day of training. Our school covers many aspects of mechanical seals, materials of construction, environmental controls, operating conditions, marketing, and failure analysis, as well as ASI mechanical seals and the competition.



During the afternoon of Day One, the class moves to the ASI campus to spend time learning to assemble and disassemble ASI seals and install cartridge and component seals on pumps. This part of the school offers each attendee the opportunity to gain practical knowledge about sealing products to use in a 'real world' setting. The ASI Seal School is designed to train sealing



specialists on the intricacies of mechanical seals in general, and the advantages ASI Mechanical Seals in particular. Our school is designed to give everyone the information, knowledge and confidence necessary to promote ASI Mechanical Seals. Check with our National Sales Manager, Darrell Martin, one of our Regional Managers or the ASI office to see when the next seal school is scheduled. You may want to attend and learn to expand your sales with superior product knowledge.

Single Seal Selection

For Various Applications

ASI's Model 585 is a reliable, versatile single seal, enhanced over the 20+ years it has been on the market. With features such as its piston device and stationary design, the Model 585 provides unbeatable performance in a wide variety of industry services. The many years of enhancement have led to the development of several design options (non-flush, flush, quench and drain), as well as the availability of various materials of construction. It is truly an exceptional, multi-purpose, "state of the art" seal design. For those who have experienced the superior performance of the Model 585, it may be hard to imagine the need for any other single seal. There are, however, certain applications where other ASI seal models excel and, frankly, are much more cost-effective than the 585.

Special Alloy Requirements

Although the Model 724 (non-metallic single seal) was originally designed to operate in aquatic services, the seal's PPS wetted parts provide excellent chemical resistance and an economic alternative to exotic alloys. The basic seal design can also be adopted to utilize other special metallurgy when necessary. The elimination of the face holder coupled with a simpler sleeve design allow metal upgrades at a lesser cost than upgrades to the Model 585. The 724 also utilizes the stationary design to provide optimum seal performance and enhanced seal life.



Intermittent Service and/or Temperature Fluctuations

For many years, one of ASI's best kept secrets was our Model 525, the predecessor to the Model 585. Since the 525 is a rotary design seal, it was quickly over-shadowed and eventually replaced by the 585. However, over time, we discovered services where the recovery features of the 525 and its monolithic seal faces perform better than the 585. These services, consequently, have prevented the 525's extinction; in fact, for several of our distributors, the 525 is their "hot water seal" of choice.

With the development of the Model 730, ASI has combined the monolithic seal faces of the 525 with the stationary design of the 585 and created "the best of both worlds" for intermittent services and temperature fluctuations. The shorter length of the seal withstands higher pressures and the barrel assembly provides economic, "in-field" seal replacement. More and more of our distributors are discovering new applications for this little gem. And, as with all our single seals, the enhancements and versatility of the design will continue to grow.

ASI Success Story

Sealing Pump Equipment in Chrysler's Plants

Customized Mechanical Seal Training for End Users

September 18, 2007 was a very successful day for both ASI and Detroit Pump & Mfg., as 25 engineers, facility and engineering managers, pipe fitters and millwrights came together for a daylong mechanical seal application training session. Mike Dell, ASI's regional manager, and John Swantek, Detroit Pump's Vice President of Sales prepared for months to work with one of their largest customers, Chrysler Corporation. Originally, the one-day seminar was to be held at ASI headquarters in Baton Rouge, but because of overwhelming response, the class was moved to a location near Chrysler's Headquarters in Auburn Hills, Michigan. The 25 Chrysler associates represented six different automotive assembly and machining plants in the United States.

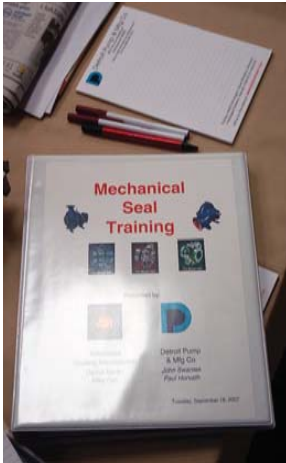
Darrell Martin, ASI National Sales Manager, and Mike Dell, ASI Regional Manager, were the facilitators; teaming up and presenting a terrific training class using a Power Point presentation, handouts, multiple ASI mechanical seals, and several Peerless and Goulds ANSI pumps. Numerous discussions and humorous conversations filled the training



room as the facilitators earned the confidence and respect of their future customers while teaching them about mechanical seals.

The material presented during the day ranged from basic to complex mechanical seal information. The broad spectrum of information presented was diverse enough to reach each attendee at





his/her prior seal experience level. The morning started with Darrell introducing mechanical seals and basic seal technology. Next, he talked about pumps and sealing methods, carefully covering the difference between packing and mechanical seals. Darrell also discussed seal environments, seal flush designs, seal accessories, material of construction, and competitors' seals. The best and most important topic was next, ASI mechanical seals.

Darrell covered the ASI mechanical seal and the advantages of using it in pumping applications. Focus was given to the 585 single cartridge seal and 590 double cartridge seal, because these types were the most relevant to that group of end users in their specific plant applications. Then, Darrell and Mike explained the service programs ASI has to offer all its customers, The Encore Express Repair program and Swap program.

After the lecture portion of the seminar, the mode began to be more casual as attendees began to ask questions about the specific use of certain seals in their respective applications. This transition could not have been better--the attendees were now trying to visualize ASI seals in their pumps. This outcome was great!

The day ended with an open, "around the room" verbal evaluation of what each attendee received from the class. The general consensus was that the attendees now had more knowledge of mechanical seals, as well as the right contacts to use for future trouble-shooting. Training seminars are great mechanisms for educating

and edifying the customer, as well as strengthening communications among all parties. If a seminar could benefit you, contact either your regional manager or Mr. Darrell Martin for further information.



The Year In Review:

2007

Where does the time go? It seems like just yesterday we were beginning 2007, a New Year full of excitement and expectations. ASI forged ahead in 2007 with plans to expand our footprint in the mechanical seal world. We identified ways and means of improving our products, services and relationships. We dedicated ourselves to making the New Year one of growth and opportunity. We jumped in the deep end and started swimming with the goal being to have a record year of sales in 2007.

I am pleased to report that with hard work and dedication from everyone, we have succeeded! The year 2007 has been a record year for ASI. We exceeded our goals and in doing so improved relationships, operations, products and services across the board. Our success came with a price: we had to confront change. Distributors had to change, new relationships were formed and old ones were modified or terminated. Products have been reviewed for function and purpose. Services have been expanded and upgraded to make the ASI network more versatile and complete. We took proactive steps to make our organization work the way we intended it to work all along.

I hope everyone had as good a year as ASI. 2007 was an interesting time for our business and the overall economy domestically and abroad. We are encouraged by our success and progress and hope you are too. With this note I want to extend our warmest regards for a wonderful, happy Holiday Season and a festive New Year... 2008! Can you believe it- here comes another New Year full of hope, excitement and promise! Here's wishing you all the best from Advanced Sealing International (ASI).



'Tis the Season: Hope and Thanks to Our ASI Family

Without question, one of the biggest strengths of the ASI organization is our people. At ASI, if you are an employee, you are family to us. During this past October, Joe Womack, ASI's repair technician, received a call that most of us pray we never receive. Joe was told that his house was on fire, so he dashed back home to check out his situation. Thankfully, his family was safe, and no one was seriously hurt. However, Joe's home and most of his family's belongings were destroyed.



All of us at ASI wanted to help Joe get his life back on track as quickly as possible. Immediately, many of our employees brought in various items to give to the family and we put him in touch with several organizations that could provide him further help. Our bank, Regions, set up a "Special Funds" account to house monetary donations for the family. Thomas, in an effort to get word out that the family needed help, persuaded a local newspaper columnist to run a piece about the fire. We also "passed the hat" around the company and ASI matched the collected amount to give Joe's special account a "jump start."

As we all gather with our families during the holidays, please keep Joe and his family in your thoughts and prayers, and be sure to appreciate and love those around you. We are all extremely lucky at ASI, as we are surrounded by warm and caring people who, indeed, create a family that extends well beyond the workplace.

Best wishes from ASI to all for a joyous holiday season!

Holiday Schedule

ASI will be closed on the following days:

Thanksgiving	Thursday	Nov. 22, 2007
	Friday	Nov. 23, 2007
Christmas	Monday	Dec. 24, 2007
	Tuesday	Dec. 25, 2007
New Year's	Monday	Dec. 31, 2007
	Tuesday	Jan. 1, 2008